

Application No. 10/001,580

*BY Subject* 1. (Once Amended) A system for selling or pricing a risk-based product related to an object, the system comprising:

a data collection system configured to collect data relating to the product, including object location data; and

a pricing system in electronic communication with the data collection system, the pricing system configured to at least one of sell and price the product, based on the object location data.

*BY Subject* 5. (Once Amended) The system of Claim 1, wherein the data relating to the product is data relating to at least one of a selected operational parameter, temperature, humidity, hours of operation, and time between service.